

AMENDMENTS TO CLAIMS

Claims 1-17 (previously canceled)

18. (Currently amended) A system for customer-specific communication between a customer and a retail establishment, comprising:
- a) in a retail store, a reader device for reading a user-identifier presented by a user in a physical embodiment;
 - b) database coupled to said reader device, said database storing records, in association with a user identifier, containing the following data to the extent provided by the user: name, address, credit card number, digital wallet data, preferred portal and login data for portal;
 - c) means for accessing said database to open a connection to the user's digital wallet to facilitate payment via the digital wallet account upon presentment of the physical embodiment of the user identifier to said reader device;
 - d) means for accessing user information stored in said database and using such information for signing the user up for support services, upon presentment of the physical embodiment of the user identifier to said reader device;
 - e) kiosk in the retail store for displaying the internet for the user to view and use;
 - f) means, coupled to the kiosk, for accessing the user's preferred portal and login data from said database and for logging the user into the preferred portal, upon presentment of the physical embodiment of the user identifier to said reader device.

19. (Previously presented) A system for customer-specific communication between a customer and a retail establishment, comprising:

- a) in a retail store, a reader device for reading a user identifier presented in a physical embodiment by a user;
- b) a database coupled to said reader, said database storing, in association with the user identifier, records storing loyalty point data;
- c) in a retail store, a kiosk coupled to said database and coupled to the internet, for displaying internet content;
- d) means for allowing user to acquire loyalty points by interacting with specified content via use of the internet at the kiosk.

20. (New) A system for customer-specific communication between a customer and a retail establishment according to claim 18, wherein said database stores loyalty point data in association with the user identifier and wherein said system further comprises:

- g) means for allowing user to acquire loyalty points by interacting with specified content via use of the internet at said kiosk.

21. (New) A system for customer-specific communication between a customer and a retail establishment according to claim 18 wherein said database stores information regarding a user's triggers for presenting alerts to the user in association with the user identifier, further comprising:

- g) means for triggering alerts to the user when the user presents the physical embodiment of their user identifier.

22. (New) A system for customer-specific communication between a customer and a retail establishment according to claim 18, wherein said means for accessing and using user information for signing the user up for support services includes means to set up an e-wallet upon presentation of said physical embodiment of the user identifier, populating data fields using stored identifying information.

23. (New) A system for customer-specific communication between a customer and a retail establishment according to claim 18, wherein said means for accessing and using user information for signing the user up for support services includes means for setting up an email account upon presentment of the physical embodiment of a user identifier, using stored identifying information.

24. (New) A system for customer-specific communication between a customer and a retail establishment, comprising:

- a) in a retail store, a reader device for reading a user-identifier presented by a user in a physical embodiment;
- b) database coupled to said reader device, said database storing records, in association with a user identifier, containing the following data to the extent provided by the user: name, address, credit card number, digital wallet data, preferred portal and login data for portal, loyalty points, trigger alerts;
- c) means for accessing said database to open a connection to the user's digital wallet to facilitate payment via the digital wallet account upon presentment of the physical embodiment of the user identifier to said reader device;
- d) means for accessing user information stored in said database and using such information for signing the user up for support services, upon presentment of the physical embodiment of the user identifier to said reader device;
- e) kiosk in the retail store for displaying the internet for the user to view and use;
- f) means, coupled to the kiosk, for accessing the user's preferred portal and login data from said database, upon presentment of the physical embodiment of the user identifier to said reader device;
- g) means for allowing user to acquire loyalty points by interacting with specified content via us of the internet at a kiosk;
- h) means for triggering alerts to the user when the user presents the physical embodiment of their user identifier;
- j) means to set up wireless services upon presentment of the physical embodiment of the user identifier, using data stored in database;

k) means for setting up an email account upon presentment of the physical embodiment of the user identifier, using stored identifying information.